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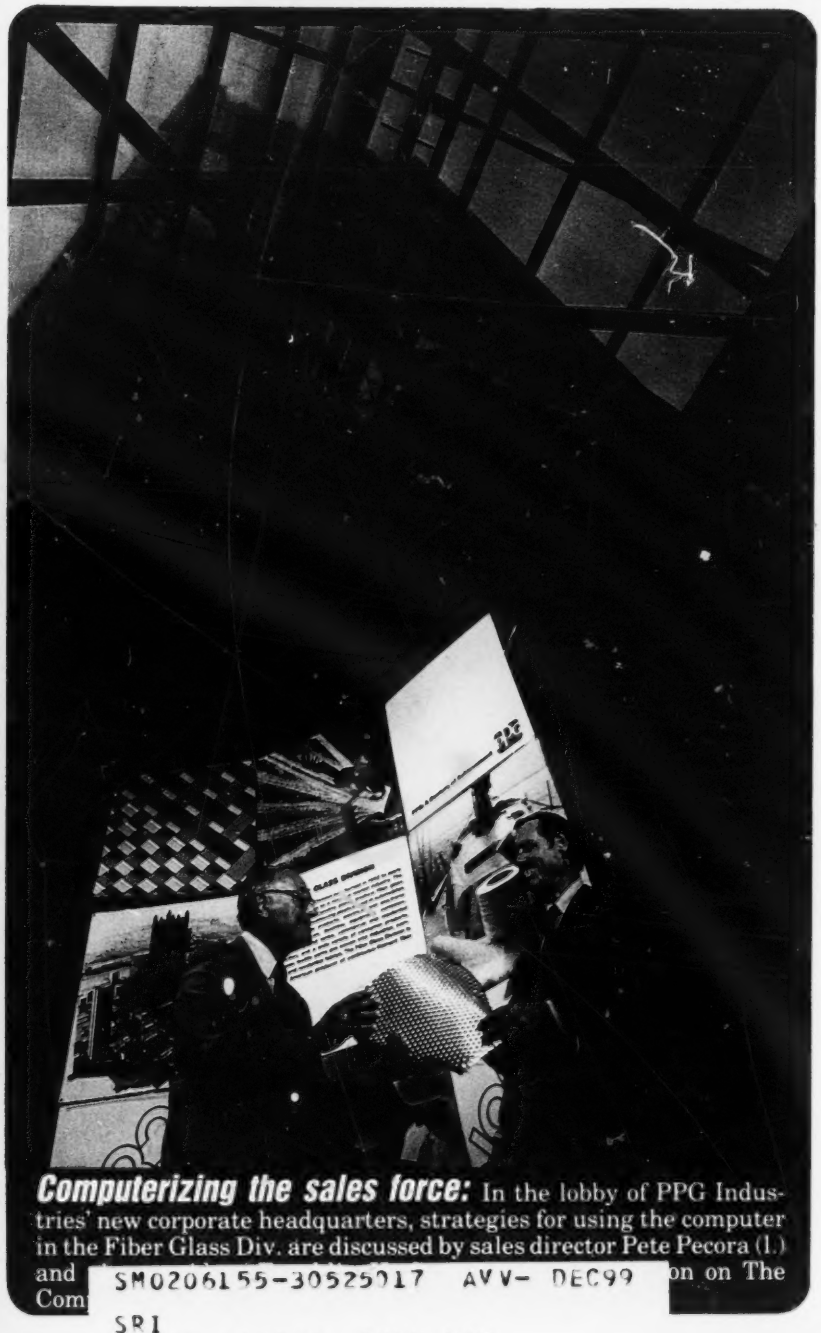

Computerizing the sales force: In the lobby of PPG Industries' new corporate headquarters, strategies for using the computer in the Fiber Glass Div. are discussed by sales director Pete Pecora (l.) and [illegible] on The Com[illegible]

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Inside Out

Palo Alto cuts cable's cord with a plan for a fiber optic TV system that will offer a "menu" of programs. Page 12.

Roel Construction rolls sales up 190% with its first direct mail blitz. Page 12.

Beatrice waves its wand and turns 100 ad agencies into 7. Next up: a $20 million image campaign. Page 15.

Pick a peck of pasta, or flour, or peanut butter, at Safeway's bulk food sections. Page 21.

Make your own market. That's what Sky Courier tells its sales trainees. Page 22.

As its book list grows, so does Gale Research's selling effort. Page 38.

Converse uses the fast break to score gains in running and tennis shoes. Page 41.

Companies sell consumers direct in videotex tests from Connecticut to California. What does it mean for retailers? Page 80.

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Marketing cleanliness with godliness

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GOVERNMENT REGULATION

It's 'What if . . .?' time in Washington

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What's Coming Up

Ninth Annual S&MM Awards. Honored are those marketing organizations that excelled in 1983. Our Annual Awards Issue also cites the year's top marketing entrepreneurs. Jan. 16.

S&MM Special Section: Audiovisuals. How such companies as Lever Bros. and Celestial Seasonings create presentations that motivate the sales force and win customers. Also: case histories of new AV uses. Jan. 16.

Beer marketing. California beer drinkers take their brews seriously (they even have a consumer magazine of their own). So does Kirin's, which stages a push to make itself better known, leaving the state's many gourmet brewers with a problem. Feb. 6.

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S&MM cover photo by G. Gaye Zold

some indecision, also. "It's still quite new as far as making an analysis of this," says spokeswoman Bonnie Lewis. "But so far what the figures indicate is that our bulk food sections are an added incentive. People are buying things like dried fruits in small quantities, which they would have to pass up because they are so expensive."

To keep food stuffs sanitary and also safe from tampering, the stores keep one to two clerks in the sections at all times.

TELEMARKETING

Sky trainees phone up new markets

Sky Courier Network, a Reston, VA–based, time-critical delivery service (1983 sales: $31.7 million), has its own way to train rookie salespeople: Make them provide it with proven new markets.

Since 1978, the company has used telemarketing to boost its mostly field-selling force in its major-city markets; at the beginning of this year, says Charles Zeitzoff, vice president, sales and marketing, it started assigning its new salespeople who have little sales experience and other new hires who are not familiar with the air courier business to a target city, one not presently served by a salesperson. Each trainee is responsible for making contacts and passing along leads to the salesperson whose territory is closest to the target city. When sales for the new market reach $25,000, the trainee is transferred to the target city, to become its field salesperson.

The program has been successful so far in two cities, Atlanta and Dallas. Zeitzoff says that monthly sales have gone from "practically nothing" to $30,000 in Atlanta, and to $60,000 in Dallas.

Presently the telemarketing training approach is being used in 10-plus cities, including Houston, Cleveland, Detroit, St. Louis, New Orleans, Philadelphia, Pittsburgh, and Seattle.

S&MM MARKET HIGHLIGHT

Staying alive

What Americans will spend for care in nursing homes will reach $30.3 billion in the year 2003, more than double what they spent in 1978. So reports the National Center for Health Statistics, a part of the federal government's Dept. of Health and Human Services. Moreover, their hospital bills will be 43% higher in that year than in 1978 and physicians will be charging them 37% more. (That's not counting what inflation will add to all of these bills.)

Note: Constant dollars.
Source: National Center for Health Statistics, *Changing Mortality Patterns, Health Services Utilization, and Health Care Expenditures*, Series 3, No. 23.
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MARKET EXPANSIONS

Tidying up auto parts

Building stores that could pass as airy supermarkets isn't the usual approach for auto parts retailers, but, says Robert Stander, executive vice president of Grand Auto Parts, Oakland, CA, "Our store projects our pnilosophy."

He adds, "We welcome and want all kinds of customers. That's why we spend an awful lot of time, money, effort, and planning in presenting our store, making it as pretty and clean as we can. We want people to know they don't have to have grease under their nails to come in here."

Eight months ago, the northern California retailer was unknown to southern Californians. But sales for its Rowland Heights unit opened in April ran 20% ahead of projections. The company has since opened a second unit in southern California, with three more scheduled in January. Management of the 82-store chain, which had sales of $122 million last year and an annual growth rate of 35% over the past five years, thinks it can match its northern California performance in the southern half of the state by sticking to strategy. Says Stander, "We have three times the inventory of our competitors and we're way ahead of them in service to our customers as we also are in our computerized inventory control and replenishment."

Indeed, there is competition aplenty in southern California for Grand Auto. Pep Boys dominates the market there with its 38 units. But Stander claims that his company competes successfully with Pep Boys in mid-California cities, including Fresno and Bakersfield.

The company's "clean look" is apparently attracting more female customers than anyone might expect to find in an auto parts store. Stander agrees. "We treat women excellently," he says. "Also, we have female store managers and a female district manager. Whenever